

The BROAD AX

HEW TO THE LINE; LET THE CHIPS FALL WHERE THEY MAY

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A Campaign to Boost Negro Business---National Negro Business League Takes Forward Step to Increase Business of Negro Merchants---A Comprehensive Program Suggested

Tuskegee Institute, Alabama, October.—One of the most important forward-looking steps taken by the Executive Committee of the National Negro Business League which met last August in Kansas City, Missouri, was the decision to inaugurate definite plans for directly assisting Negro merchants to increase their business and to extend their influence in the communities in which they operate. A number of plans were suggested and considered and considerable thought put into the matter in order that the best and most effective plan might be adopted.

"Trade Boosting Campaigns" similar to those recently conducted in Nashville, Tennessee, and Atlanta, Georgia, seem at this time to be the most practical and effective way to help the Colored business men in all parts of the country and it was unanimously decided by the officers of the National League to urge Local Negro Business Leagues in all parts of the country to arrange to conduct these campaigns in their communities.

In November, 1915, a Trade Boosting Campaign was held in the city of Atlanta, Georgia, and the Negro merchants who participated in the movement have expressed themselves as being highly pleased with the results. Some of the merchants realized as much as a sixty per cent increase in their business as a result of co-operative advertising plans.

A representative of the National Negro Business League spent several days in Atlanta early in September and went over the whole matter very fully with the representative Colored business men of that city. "The Colored people of Atlanta have never had such an awakening as they received during the ten days of our campaign," said one business man. Another man who has been in the grocery business for over ten years in Atlanta said: "One experience which I had during our Trade Boosting Campaign was worth all the time and effort I put into it. A certain well-known Colored man who had never been into my store before although he lived in the neighborhood came in and looked around and finally bought some high-grade merchandise. During the time I was serving him, he kept on looking around at the stock of goods which I carried. Finally, he said, 'This campaign which the Colored business men have on, induced me to come and see what you had. I must confess that I have never traded with a merchant of my own race because I did not think that Colored men carried first-class goods, and had never taken the time to investigate before now. You may say for me that your campaign has converted at least one man of the race.'" Other similar statements were made by other business men in other lines and the general impression among the business men of Atlanta is that these Trade Boosting Campaigns are splendid weapons for arousing pride of race and for educating our people to support race enterprises.

The plan by which the Atlanta business men worked to arouse interest in their campaign is a good method to be used in any community and it is best described in the words of one of the leaders in this constructive movement. He says: "A group of Atlanta business men were one day discussing some methods for arousing the people of Atlanta to the importance of supporting business enterprises owned and oper-

ated by Colored men. Various plans were offered and finally some one suggested a ten days campaign in which the Colored people would be urged to patronize their own stores. Coupons were to be given for each 25 cents cash purchase and for all sums paid on back accounts. The coupons must have some value so it was decided to give prizes for the persons having the most coupons at the end of the campaign. Our prizes were first class—including a lot in Meadow Brook, barrels of flour, hams, a sewing machine, silverware, dishes, etc. This made the people realize that we really meant business and they were really aroused and turned the money into the hands of the Colored merchants."

When asked how they got the prizes, our informant said, "Some of the prizes were donated by White business men and others were purchased. Every man who is in business in Atlanta was asked to participate and to contribute at least \$1.00 towards the expenses of the campaign. Some of them gave as much as \$10.00, but most of them gave \$1.00. Our contributions totaled nearly \$250.00 and after we had paid for all expenses of prizes, printing and advertising we had on hand a balance of nearly \$30.00 which is in our treasury now."

How to Arrange For a Trade Boosting Campaign.

1. Call the business men together and advise them that the object of the meeting is to help each man to get more business.
2. Secure a pledge from each man to contribute enough to purchase prizes, have coupons printed and to thoroughly advertise the campaign.
3. Appoint a committee to call on such merchants as are not present at the first meeting. This committee is to talk with them and urge their cooperation in the campaign.
4. Appoint another committee to arrange for announcements to be made in all the churches, at all the services.
5. Decide upon a definite date when you think it will be best to conduct the campaign in your city and then all work together to have the whole town aroused by that week. Talk about the prizes, the value of race co-operation, and show how each Dollar spent with a member of the race who is in business means an investment in prestige for the race and in opportunities for the boys and girls of the race. Let the opening day of the campaign be on a Monday and on the Sunday before invite each minister in the city to preach a sermon on the purpose of the campaign and the value of race co-operation in business. Make it very clear that these campaigns are not organized in any spirit of antagonism to merchants of other races, but for the sole purpose of advertising the existence of Negro merchants. In many instances managers of wholesale stores with whom the Colored men do business will be glad to make contributions of merchandise which can be used for prizes.

In communities where Local Negro Business Leagues are already organized, it should not be difficult to organize the Trade Boosting Campaigns. If no League exists in your city, you should communicate at once with Emmett J. Scott, Secretary of the National Negro Business League, Tuskegee Institute, Alabama and definite information will be sent you at once.

All lines of business are eligible to participate in these campaigns and all



COL. FRANKLIN A. DENISON.

Commanding the Eighth Regiment Illinois National Guards, who will arrive home with the members of his regiment the middle or the latter part of the coming week.

communities where there is any considerable Negro population are urged to arrange for a Trade Boosting Campaign this fall. For more detailed information regarding the Trade Boosting Campaigns, write the Secretary of the National Negro Business League, Tuskegee Institute, Alabama.

MAYOR MAY SHUT SALOONS THAT HARBOR GAMBLING.

One immediate, direct result of Judge Landis' exposure of gambling may be the closing of several saloons.

Mayor Thompson on Thursday directed Chief Healey to submit to him a report on the saloons which the testimony in court showed had been used for bookmaking or in connection with which poker and other gambling games have been permitted. The mayor did not announce the purpose for which he wished the report, but similar orders in the past have been followed by revocations of licenses.

The number of saloons involved cannot be estimated, as some of the lists of handbooks in the Tennes ring did not give any information beyond the telephone numbers in the places, but these are to be checked up, together with the more definite information produced on the witness stand, and it is estimated that at least half a dozen bars will be hit.

Testimony Hit Saloons.

There was direct testimony hitting two saloons. It was shown that the saloon in the name of "Jim the Barber" Ahearn, at Thirty-first street and Indiana avenue, is owned by Sells & Stall, the owners of the Cottage Grove avenue cigar store which sells no cigars. The two partners admitted their real business was that of taking bets.

There also was the unqualified statement of one witness that he had gambled in the card rooms on the third floor of the Hotel Astor, whose manager is said to be Samuel Cohen, a Tennes lieutenant. In a dozen other instances telephone numbers indicated that handbooks were conducted in saloons. Among these places were the saloons of John Broderick, 732 West Madison street; Pat O'Malley, 743 South Clark street; Patrick Reagan, 12 North Clark street; Shingleton, 28 East Twenty-eighth street; and Harnett, 2800 West Chicago avenue.

City Has No Power.

Under the present ordinances the city has no power to close cigar stores where gambling is permitted. For that reason, it is said, the administration is considering asking the city council to pass an ordinance licensing cigar stores and authorizing the mayor to revoke licenses for violations of the law. The license fee would be small, as the principal purpose of the ordinance would be to establish better police control over the stores.

Chief Healey said that other important matters had prevented his giving attention to the cases of Capt. Joseph Smith and Capt. Stephen K. Healy, in whose district Daniel F. Kinnearly admitted he conducted open gambling games in cigar stores.

Joy for the Gamblers.

Gamblers heaved a sigh of relief when they read in the afternoon papers that Judge Landis had agreed to give them a rest from his activities in order that he may enjoy a brief vacation.

"I am going to spend two days on business matters," he said, "and then I am going to play six straight days of golf. Golly! How I'll hit the ball." Before taking his leave of the courtroom Judge Landis took a final fling at the Automatic Telephone Company for the use of its lines by the Tennes gambling ring and others. He asked S. W. Traey, vice president of the Chicago Tunnel Company, owners of the system, if a telephone had not been installed in the Hotel Astor in the last three days. Mr. Traey testified in the negative.

Gives Proof to Lawyer.

The court also summoned Attorney Daniel J. Schuyler, Jr., counsel for the company, and after a denial that the witness knew the gamblers had used the automatic telephones for their business, he handed the lawyer a list of telephones which witnesses had said were used for that purpose.

"I can't direct you," he said, "to do anything with this, but I merely want you to have the proof."

District Attorney Clyne announced that an effort will be made to prosecute the members of the Tennes syndicate for conspiracy to use the mails to defraud.

"While I'm not absolutely sure," he said, "I think we can prosecute them under the conspiracy statute."

Eighteen Discharged.

Eighteen men arrested in a handbook raid at 557 West Madison street were discharged by Judge Mahoney for lack of evidence. Detectives said they found three racing publications but the court held this was insufficient.

Judge John W. Beckwith, on the same grounds, discharged Peter Scheider who was arrested at 610 South Dearborn street for playing the "26" dice game. Charles Rogers, who was arrested with him, failed to appear and was fined \$25 and costs. The court held that there was no evidence against Scheider.

COL. ROSCOE CONKLING SIMMONS HAS COME TO LIFE AGAIN OR STILL LIVES.

About two years ago it was stated in the columns of the greatest weekly newspaper in the world, that Col. Roscoe Conkling Simmons, who at that time was running or publishing "The Sun" at Memphis Tenn., which did not shine for all very long, had closed his eyes in death and had been transformed into a white-robed angel; that before he had joined the Heavenly host, he had beaten or defrauded the greatest weekly newspaper in the world out of a large sum of money which he had collected in as subscriptions to it.

For almost two years we believed that that story or account of the death of Col. Roscoe Conkling Simmons was absolutely true and the only thing that disabused our mind of that fact was that the last issue of the greatest weekly newspaper in the world contained his cut or picture and an extract from

The Eighth Regiment Illinois National Guard, Col. Franklin Denison Commanding, Will Arrive in Chicago the Latter Part of the Coming Week. The Leading Afro-American Citizens of this City and State Should Arrange to Give it a Warm or a Hearty Home Coming.

The members of the Eighth Regiment, Illinois National Guard, will soon be able to proudly strut up and down old State street in all their military and warlike glory, much to the great delight of their wives, their sweethearts, other lady friends, the smaller boys and girls, the rooters or the hangers-on in general and when it does strike this big town, its famous band playing "There Will be a Hot Time in the Old Town Tonight." Everybody in it, at least those residing on the south side will wake up or sit up and take notice, for at last the regiment has been ordered to fold their tents, to stack—or unstack their arms for the last time on Texas soil and to forward march at the stern command of their superior officers, for the members of the regiment, with all of its belongings, will entrain this blessed morning at San Antonio, Texas, and if no long delays occur en route, it will arrive at Camp Lincoln, Springfield, Illinois, either Tuesday morning or Tuesday afternoon, where it will possibly stay about two days to muster it out of the

Federal service, and the regiment should reach this city either Thursday evening or early Friday morning.

Each and every one of its members from the highest to the lowest will return home in first class or standard Pullman cars and their meals will be served to them from three modern kitchen cars.

If any one will take the trouble to re-read The Broad Ax of June 24, they will find that it was stated in these columns at that time, that "the Eighth Regiment, Illinois National Guard, would receive orders within a few days from that time to invade Mexico—that it would not return home to Chicago until the middle of October or the first of November."

Time has amply proven that we knew what we were talking about at that time and the citizens of Chicago will do themselves proud by giving Col. Denison and his regiment a royal welcome home, for he and its members are highly deserving of all the honors that can be bestowed upon them.

one of his long-winded, eloquent speeches, and we are now fully convinced that Col. Roscoe Conkling Simmons is not dead, that he still lives or at least, comes to life once in a while in the land of the living.

COLORED WOMEN'S HUGHES REPUBLICAN HEADQUARTERS, WESTERN BRANCH, ARE LOCATED AT 3117 SOUTH STATE STREET, CHICAGO, ILL., PHONE DOUGLAS 8780.

The Colored women of this city who are real politicians, are now fully organized and ready to do aggressive work for the election of Hughes and Fairbanks.

The officers of the organization are: Mrs. E. L. Davis, Chairman; Mrs. Irene Goins, Vice Chairman; Mrs. Ada McKinley, Secretary; Mrs. Ella G. Berry, Organizer; Mrs. Fanny Barrin Williams, Chairman of Publicity; Mrs. Irene Lewis, Clerk.

The organization is a part of the National Bureau and is making an effort to reach every Colored woman in the twelve suffrage states, urging them of the importance at this time of casting their vote for the Republican candidate for president, Charles E. Hughes.

FRANCIS H. WARREN OF DETROIT, MICHIGAN, NOMINATED BY THE DEMOCRATS TO MAKE THE RACE FOR THE STATE SENATE.

Francis H. Warren, who is one of the leading Colored lawyers of Detroit, Michigan, has been nominated by the leaders of the Democratic party residing in the third district of that city to make the race for the state senate.

The Democrats of that state, seem to be different from the Democrats residing in this state, for in this state they appear to be unwilling to nominate a highly decent Colored man for any position even for a common dog-catcher.

THE TWENTY-FIRST ANNIVERSARY EDITION OF THE BROAD AX.

The 21st anniversary edition of the Chicago Broad Ax came to our desk this week in a special edition. And editor, Julius F. Taylor, deserves unstinted praise for his efforts. For the edition is a splendid one. Accept our congratulations, Editor Taylor, and long may The Broad Ax live.—The Advocate, Portland, Oregon, September 23, 1916.